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### REMARKS

#### Status of Claims

Claims 1, 3-16, 19-28, 30-41, and 44-54 are pending in this application. Claims 1, 28, 51-54 are independent claims. Claims 3-16, and 19-27 depend from claim 1, and claims 30-41, and 44-50 depend from claim 28. In this Amendment and Reply, Applicants have amended claims 1, 28, 51-54, and have added claims 55-57.

Applicants have amended the independent claims 1, 28, 51-54 by adding the feature **"on the personal donation page"** to the steps of displaying and updating one or more web pages with virtual plaques.

Also, Applicants have added new independent claims 55-57 that include the steps: **joining a team, on the website, to participate in the fundraising campaign by soliciting donations via emails, wherein the teams compete with each other to raise money; and displaying team ranks on the virtual plaques.**

Support for these features are found in paragraph [0047] of the specification.

#### Examiner Interview

An Examiner Interview was held on 8/19/2003 between Examiner Dean T. Nguyen and Applicants' representative Michael A. Rahman and Harry Gruber, a named inventor of the subject patent application, at Mr. Nguyen's office. Applicants' representative thanks Examiner Dean Nguyen for the courtesies extended during the interview.

During the Examiner Interview, Examiner Nguyen agreed that the references cited in the Office Action do not teach the following features:

(1) displaying one or more web pages with virtual plaques on the personal donation page honoring the donor; and updating the virtual plaques on the personal donation page to recognize new donors;

(2) joining a team, on the website, to participate in the fundraising campaign by soliciting donations via emails, wherein the teams compete with each other to raise money; and displaying team ranks on the virtual plaques

This is summarized in the Interview Summary of January 20, 2003.

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In accordance with the Examiner's recommendation, the independent claims 1, 28, and 51-54 have been amended to include the following features:

**displaying one or more web pages with virtual plaques on the personal donation page honoring the donor; and**

**updating the virtual plaques on the personal donation page to recognize new donors.**

Also, in accordance with the Examiner's recommendation, Applicants have added new independent claims 55-57 that include the following features:

**joining a team, on the website, to participate in the fundraising campaign by soliciting donations via emails, wherein the teams compete with each other to raise money; and**

**displaying team ranks on the virtual plaques.**

Applicants believe that the amended independent claims 1, 28, 51-54, and new independent claims 55-57 are allowable over the cited references. Accordingly, Applicants respectfully request that the Examiner pass these claims to allowance.

The dependent claims include all features and limitations of the independent claims from which they depend. Applicants submit that the dependent claims are allowable for at least the reasons recited hereinbefore.

**Affidavit in Support of Non-Obviousness**

An affidavit is submitted herewith in support of non-obviousness over the cited references. The affidavit is provided under penalty of perjury.

The affidavit provides that the invention disclosed in the subject patent application has resulted in a huge commercial success for the patent-owner and its

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nonprofit organization clients despite initial skepticism of the experts. The affidavit further provides that the invention has demonstrated unexpected results and has solved several long-felt but unsolved needs. Applicants respectfully submits that based on the affidavit and other reasons recited before, the claims of the application are not obvious in view of the references cited.

Applicants believe that the Application is now in condition for allowance. Accordingly, Applicants respectfully request that the Examiner pass the Application to allowance. The Examiner is invited to call the undersigned attorney if a telephone call could help resolve any remaining matters.

Respectfully submitted,

  
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**VERSION WITH MARKINGS TO SHOW CHANGES MADE**

1 (Amended). A method for conducting a fundraising campaign by an organization or person over a wide-area network, comprising the steps of:

hosting a website including a plurality of linked web pages, the website providing information about the fundraising campaign and soliciting potential donors to make a charitable contribution to the fundraising campaign;

registering, by a solicitor, on the website;

contacting, by the solicitor, third parties via email messages soliciting charitable donations;

providing one or more reports, on the website, including information on the status of the fundraising campaign;

providing a link to a personal donation page in the email messages, the personal donation page having the name and personal campaign goal of the solicitor;

making a charitable contribution, by a donor, on the personal donation page;

displaying one or more web pages with virtual plaques on the personal donation page honoring the donor; and

updating the virtual plaques on the personal donation page [web pages] to recognize new donors.

28 (Amended). A system for conducting a fundraising campaign by an organization or person over a wide-area network, comprising:

a website including a plurality of linked web pages, the website providing information about the fundraising campaign and soliciting potential donors to make a charitable contribution to the fundraising campaign;

means for registering on the website;

means for contacting third parties via email messages soliciting charitable donations;

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one or more reports on the website including information on the status of the fundraising campaign;

a link to a personal donation page in the email messages, the personal donation page having the name and personal campaign goal of a solicitor;

means for making a charitable contribution, by a donor, on the personal donation page;

means for displaying one or more web pages with virtual plaque on the personal donation page honoring the donor; and

means for updating the virtual plaques on the personal donation page [web pages] to recognize new donors.

51 (Amended). A method for hosting a web-based fundraising system over a wide-area network, comprising the steps of:

hosting a website including a plurality of linked web pages, the website soliciting potential donors to make a charitable contribution to a fundraising campaign;

registering, by a solicitor, on the website;

contacting, by the solicitor, third parties via email messages soliciting charitable donations;

providing one or more reports, on the website, including information on the status of the fundraising campaign;

providing a link to a personal donation page in the email messages, the personal donation page having the name and personal campaign goal of the solicitor;

making a charitable contribution, by a donor, on the personal donation page;

displaying one or more web pages with virtual plaque on the personal donation page honoring the donor; and

updating the virtual plaques on the personal donation page [web pages] to recognize new donors.

52 (Amended). A computer program product including a program code embodied in a storage medium for carrying out the method steps for conducting a fundraising campaign by an organization over a wide-area network, the method comprising the steps of:

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hosting a website including a plurality of linked web pages, the website providing information about the fundraising campaign and soliciting potential donors to make a charitable contribution to the fundraising campaign;

registering, by a solicitor, on the website;

contacting, by the solicitor, third parties via email messages soliciting charitable donations;

providing one or more reports, on the website, including information on the status of the fundraising campaign;

providing a link to a personal donation page in the email messages, the personal donation page having the name and personal campaign goal of the solicitor;

making a charitable contribution, by a donor, on the personal donation page;

displaying one or more web pages with virtual plaque on the personal donation page honoring the donor; and

updating the virtual plaques on the personal donation page [web pages] to recognize new donors.

53 (Amended). A method for conducting a fundraising campaign by an organization over a wide-area network, comprising the steps of:

hosting a website including a plurality of linked web pages, the website providing information about the fundraising campaign and soliciting potential donors to make a charitable contribution to the fundraising campaign;

registering, by a solicitor, on the website;

generating a personalized donation web page for a solicitor;

generating a link to the personalized web page;

contacting, by the person, third parties via email messages soliciting charitable donations, the emails having the link to the personal donation web page;

receiving the email messages;

reaching the personalized donation web page using the link;

making a charitable donation, by a donor, on the personalized donation page;

displaying one or more web pages with virtual plaque on the personal donation page honoring the donor; and

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updating the virtual plaques on the personal donation page [web pages] to recognize new donors.

54 (Amended). A system for conducting a fundraising campaign by an organization over a wide-area network, comprising:

a website including a plurality of linked web pages, the website providing information about the fundraising campaign and soliciting potential donors to make a charitable contribution to the fundraising campaign;

means for registering on the website;

one or more personalized donation web pages for a solicitor;

one or more links to the personalized donation web pages;

means for contacting third parties via email messages soliciting charitable donations, the emails having the links to the personalized donation web pages; and

means for reaching the personalized donation web page using the link;

means for making a charitable donation on the personalized donation page;

means for displaying one or more web pages with virtual plaque on the personal donation page honoring the donor; and

means for updating the virtual plaques on the personal donation page [web pages] to recognize new donors.

55. A method for conducting a fundraising campaign by an organization or person over a wide-area network, comprising the steps of:

hosting a website including a plurality of linked web pages, the website providing information about the fundraising campaign and soliciting potential donors to make a charitable contribution to the fundraising campaign;

registering, by a solicitor, on the website;

contacting, by the solicitor, third parties via email messages soliciting charitable donations;

providing one or more reports, on the website, including information on the status of the fundraising campaign;

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providing a link to a personal donation page in the email messages, the personal donation page having the name and personal campaign goal of the solicitor;  
making a charitable contribution, by a donor, on the personal donation page;  
displaying one or more web pages with virtual plaques honoring the donor; and  
updating the virtual plaques on the web pages to recognize new donors;  
joining a team, on the website, to participate in the fundraising campaign by  
soliciting donations by emails, wherein the teams compete with each other to raise  
money; and  
displaying team ranks on the virtual plaques.

56. A system for conducting a fundraising campaign by an organization or person over a wide-area network, comprising:

a website including a plurality of linked web pages, the website providing information about the fundraising campaign and soliciting potential donors to make a charitable contribution to the fundraising campaign;

means for registering on the website;

means for contacting third parties via email messages soliciting charitable donations;

one or more reports on the website including information on the status of the fundraising campaign;

a link to a personal donation page in the email messages, the personal donation page having the name and personal campaign goal of a solicitor;

means for making a charitable contribution, by a donor, on the personal donation page;

means for displaying one or more web pages with virtual plaque honoring the donor; and

means for updating the virtual plaques on the web pages to recognize new donors;

means for joining a team, on the website, to participate in the fundraising campaign by soliciting donations by emails, wherein the teams compete with each other to raise money; and

displaying team ranks on the virtual plaques.



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57. A computer program product including a program code embodied in a storage medium for carrying out the method steps for conducting a fundraising campaign by an organization over a wide-area network, the method comprising the steps of:

hosting a website including a plurality of linked web pages, the website providing information about the fundraising campaign and soliciting potential donors to make a charitable contribution to the fundraising campaign;

registering, by a solicitor, on the website;

contacting, by the solicitor, third parties via email messages soliciting charitable donations;

providing one or more reports, on the website, including information on the status of the fundraising campaign;

providing a link to a personal donation page in the email messages, the personal donation page having the name and personal campaign goal of the solicitor;

making a charitable contribution, by a donor, on the personal donation page;

displaying one or more web pages with virtual plaque honoring the donor; and

updating the virtual plaques on the web pages to recognize new donors;

joining a team, on the website, to participate in the fundraising campaign by soliciting donations via emails, wherein the teams compete with each other to raise money; and

displaying team ranks on the virtual plaques.